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the staged bookmarks to become part of the user's standard bookmark file. Col. 3, lines 31-40. When a user launches the web browser, the web browser retrieves a user profile specific to the user based on "log-in parameters, network identifiers, or other identification techniques." Col. 7, lines 44-50. The user profile may be examined to identify and retrieve bookmarks previously staged by the user. Col. 7, lines 51-57.

Notably, Bates does not describe or suggest accessing a demographic characteristic of a user based on an online identifier of the user. Rather, Bates describes retrieving a user profile based on, for example, log-in credentials. Bates provides no description or suggestion that this user profile includes demographic characteristics. On the contrary, the user profile apparently only contains information for identifying previously staged bookmarks specific to the user.

Moreover, Bates does not describe or suggest selecting a favorites menu from among a plurality of favorites menus based on the accessed demographic characteristic. Assuming solely for the sake of argument, that the user profiles described by Bates may be equated to the recited favorites menus, Bates does not describe or suggest selecting from among multiple different user profiles based on a demographic characteristic of a user. Rather, Bates describes retrieving a user profile based on, for example, log-in parameters and network identifiers that uniquely identify a specific user.

For at least these reasons, applicants request reconsideration and withdrawal of the rejections of claim 79 and its dependent claims 80-89.

Claim 107 recites a computer implemented system for tailoring a user interface favorites menu for a user. The system includes means for performing the method described by claim 79. Accordingly, for at least the same reasons described above, applicants request reconsideration and withdrawal of the rejection of claim 107 because Bates does not describe or suggest accessing a demographic characteristic associated with a user based on an online identifier of the user and selecting a favorites menu from among a plurality of favorites menus based on the demographic characteristic.

Applicants submit that all claims are in condition for allowance.

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No fees are believed to be due.  Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,

Date: 3/6/06

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